

## **Bently speaks at ASME Small Business Forum, "Where technology meets business."**

**D**on Bently was one of six featured speakers at the ASME International-sponsored Small Business Forum held in Anaheim, CA on 13 November. This one-day, interactive forum allowed attendees to share the experiences of Bently, Bob Koski (founder of Sun Hydraulics Corporation) and others, as well as a panel of entrepreneurs and experts covering all aspects of small business. The presentation, attended by nearly 100 people, was also carried live on the Internet.

In "Building a Marketing Program for Competitive Advantage," Bently spoke about what it takes to make a technology-based business successful by combining engineering and business skills. He presented the four-step system that Bently Nevada uses to market its products and maintain a competitive advantage in the

marketplace. The process is designed to:

1. Establish trust and credibility with the customer
2. Determine customer needs and influence customer wants
3. Advocate a solution that provides value, and
4. Support the customer after the sale.

The Small Business Forum is part of ASME's Business Center service, designed as a resource for the engineering professional and entrepreneur who has started, or wants to start, a business. For more information, or a copy of Don Bently's presentation, visit us on the web at [www.bently.com](http://www.bently.com), check the appropriate box on our Reader Service Card, or fax a request to Orbit Editor, 1 (702) 782-9337. ☐

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